

Welcome today to the workshop, a fast way to close more sales and build a massive buyer list. That's even better than leads. Hey, I'm Johnny I'm Vincent. I am known as the billion dollar copywriter. I'll tell you why, but today I'm going to show you how you can ethically hit me, ties, prospects, and leads using what I call the now method. Now don't worry. There's no watches swinging in the air. There's nothing unethical about this. It's just a cool way to talk to the buying point of your prospect's brain. And that's going to cause you to close even the most skeptical prospects, skyrocket your sales and conversions and rapidly. Create a hungry buyer list. That's a list of people from cold traffic or lukewarm traffic that end up wanting to buy from you rather than the, just hang out on your list. If that sounds great, just type one in the chat right now, we get tons and tons of people here.

I'm going to try to read them off Tim. One, one, one. So I got too many here. Stephanie, Tim, Tim there's two. Tim's had John. Hey David. Hey, what's going on? There's Olga. There's Stephanie there's I can't pronounce the name starts with a B, but you know who you are. There's others too many years that, Hey Bryce, what's going on, man. Hey, a lot of things in the day and a lot of people typing one. So that must sound really good. Hey, I am John Vincent in case you don't. Oh, no. And I'm coming to you today from a brand new studio mic. It's really cool. Should sound really good on your end. I hope it is. Tell me if it sounded good in the chat. Okay. I am one of \$3 billion copywriters alive. Now what does that mean? And it doesn't mean that I've made a billion dollars.

Not yet. I've just helped my customers make over a billion dollars in sales and that's pretty cool. And that makes me feel pretty good about my life. And I'm gonna to help you to make some money from your sales or potential sales with leads today on this workshop. Now I created, what's known as the VSL or video sales letter, and that is a \$16 billion a year industry. Now that was not intentional. I didn't set out to become a marketing genius. It just happened to be, I got lucky to be honest with you, but turn that luck into a very profitable campaign for myself and for thousands of my customers. I'm going to share that with you today, too. I've written for and coached virtually every top marketer there is. And I'll give you some examples of that. That is actually really true. And I've earned over \$40 million personally, since 2004 on the internet, completely on the internet using nothing but words.

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And we're going to talk about words today and some cool ways that you don't really have to be a writer at all to leverage the power of words. And I've done all this for my bedroom. Okay? I'm done for my bedroom. I'm not a home-based entrepreneur. I'm a bedroom based on entrepreneur with nothing but contract help. And I've done that since 1997. Okay. Before I got on the internet and currently coming to you from a very small third bedroom in my condo here, you can see my base, a glass of wine. I've got poured here. You can tell it's the it, what you're looking at because that's the actual header that you just saw with big bottle of water. And that is all you need. In fact, you could do this from a kitchen table. You don't need any sort of office or employees at all.

And you know what? Every month the method I'm going to show you today, it really pays off. Now I'm going to show you some big checks. I'm not trying to brag. I'm just trying to impress something upon you. That this is very lucrative. Here's one for 41,000 plus from natural health Sherpa. Here's one from Frank Kern, marketing legend, Frank Kern for \$52,000. Here's one from a \$45,000 from multi-channel marketing. Here's 125 grand. That was nice for natural breakthrough research. And that became golden hippo. By the way, that's a big marketing company, \$55,000 from Fairlight scientific. And I could go on and on, but the vast majority of this success came from selling with video using the three steps that we're going to be covering today. No cameras, no fancy lighting. All I used was a PowerPoint in my case, keynote and a \$40 microphone. That's it.

Now I've got a cool new microphone. Now that I'm excited to talk to you through, but you don't need one of these. I used a \$40 microphone for all of those checks. The system makes the money. The system makes the money. It ain't nothing fancy. So if you can type, you can do this. And here are my promises for you today for sticking around and watching this workshop all the way to the end. You're going to discover how to leverage your prospects hidden once and use these ones to ethically hypnotize them into buying. Now, this is a hundred percent legal, a hundred percent ethical, nothing like subliminal or anything like that. This is just using the power of words and patterns. And I'll show you what I mean in a moment, you're going to learn how to leverage the one thing technique. Now this is really crushing it in VSL sales and lead magnets and sales pages and email campaigns.

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It is awesome. I'm going to teach you exactly how to do it today. You're going to command the attention of any new prospect within seconds. Learning what I'm going to show you today. Converting even the most skeptical cold traffic Myers in as little as seven minutes, as little as seven minutes. And finally, you're going to see a really simple online app that does a lot of this hard work for you. So say yes in the chat. All of that sounds awesome. And I'm going to sit here and wait for the yeses to come in. Oh my goodness. We're getting lots of yeses to come in. Okay. Suzanne says, hell yes. Dan Dan says, yes. David says, yes, Scott, Tim Paulie, Paulie, Hey, what's going on, man? I know you. Hey Leanne says yes. August says yes. Okay. The lot of yeses let's say I couldn't read them all.

They're flooding in here. So I'm going to take that as a yes. Do I have to, John, do I have to do I have to learn how to write complex sales copy to pull this off? Absolutely not. If I was doing a copywriting seminar, I would tell you up front. Yeah, this is for copywriters. I'm going to teach you a bunch of complex copy stuff. You don't have to do that at all. In fact, if you can write a grocery list, you can pull us off. Do you have to hire one? Do you have to hire an expensive copywriter like me and pay me the checks that you would assault? Well, hell no. That would be terrible. That'd be awful. Probably. You don't have to hire anyone. That's what's really cool about this. Do you have to invest a lot of money or time? You do not. Do you have to create a product or offer that you sell online? The answer is no, but I want you to, okay. The answer is no, but I want you to, you can sell affiliate products using this. In other words, people's people have already created products and offers that work and you can use what I'm going to show you to promote their offers and make money sometimes up to 75% of the commission.

So that's pretty sweet, but I'd rather you create a product or service for yourself because that's like owning stock in the internet and it never goes down. Cool own an email list. Do you need one? Do you need to buy one? Do you need to rent one? Do you need to steal one? No, you don't have to do any of that. Do you need to hire employees? You do not. Do you need to master some complicated marketing formula?

No three steps that I'm going to cover today. Do you have to live in the U S do you have to be an American? You do not. Do you have to have any online experience at all to succeed at this? No, of course. It always helps if you have some experience, but you don't need it. So you are in the right place today. If you're

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wanting to sell your own products or services online, oh, this is the best thing ever. I mean, this is what I use and I've used since pretty much, 2006 exclusively. Okay. Looking for an easier way to build leads that you can sell to. This is really cool. And one of the tips I'm going to give you today is only about 90 seconds long. You'll see what I mean in a moment and what it's doing for some of the top marketers in the world to get really awesome leads from Facebook, from Twitter, from YouTube, wanting to get started online by other people's offers.

Now I mentioned this earlier that you could sell somebody else's offer and you could get commissions for that. That's a great way to get started while you're in the right place. Guys, if you're someone with a message that you believe the world really needs to hear. Now I have a son spot in my heart for people like that, because I actually put myself in that category. And I love when people come to me and go, I just need to get this out, man. I just feel called to do this. I feel impassioned about this. I'm going to quit my job. I'm going to do what it takes to get my message out to the world. Well, I'm going to give you a vehicle to do that with, I'm going to give you the steps that you need to take today. If you're someone with a spirit of adventure that just wants to do it your way and say asker authority, I'm going to do it my way again, them saying this, but to myself, because I'm very much like that too.

So you're in good company. If you want to create a business, that's about as recession proof as a business can be. Now recession-proof meaning if you own and control what you're selling and you're selling things that people need, you will always have income. So this is really, really powerful. And basically, if you want to sell anything online, faster and easier, congratulations, you are in the right spot today. Now this is not a method model that I'm going to be teaching you today is crushing it in the following fields. It's killing it and weight loss doing great in relationships, finance, golf, public speaking, internet marketing, any hobby can think of playing a musical instrument, games, home and gardening. Self-Help spirituality, pets, fitness, sports recreation, and literally thousands of other online niches and offers. So this will work for just about anything. This three-step hypnotic method lets you move past sales objections.

That's why it works so well and speak right to that part of the brain. That buys it's pretty cool. And it makes it way faster and much easier to sell anything. When you do that, doesn't that make sense to you? Like if you could speak right to the part

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of the brain that makes the decisions and make that brain go. Oh yeah, that sounds really good. Not anything unethical. Just using words. Don't you think it'd be cooler and faster and that you'd sell more. Yeah. Does that make sense? Well, of course it makes sense. It's because it's true. And you can put any offer live online and start selling that offer within days using what I'm going to show you within days, not months, not years from now, not someday within days selling your product or service or selling somebody I'm making up to 75% commission.

It's up to you. And I'm going to prove all this to you today. So be sure to Lynn being your attention right now. In fact, I want you to type one in the chat right now. If you're a game, if you're on board, from what I'm saying and I'm waiting for the one, okay. The ones are already starting to come in and we've got so many, that's impossible for me to read all these off. I'm just going to say there's lots of ones. Okay. So there's lots of people game. Okay. Craig typed in he tapped into something I can't repeat here on a family friendly podcast or a webinar rather, but it was pretty funny. FNA one, all right, here we go. Ryan dye said, Hey, this is how we sell at digital marketer. If you don't know, digital marketer is one of the largest and most successful marketing companies in the world.

Ryan started traffic and conversions pulling 10,000 people every year to these events. And he says, we use this to create our digital marketer in-house sales letters. And this training that you're watching right now is second to none. Frank Kern, one of the great marketing all time legends in the world is that this is hands down. Some of the best sales training I've ever seen. Perry Marshall who's at cold traffic and Google experts that I never sat down and watched training, but I couldn't stop watching my training. It's the most ninja psychology out there. So listen, if the top marketers in the world use this and they use it to make more sales, don't you think you should copy it? Don't you think you should probably take their advice and try not to reinvent the wheel? Okay. Say yes. In the chat of that sounds like a smart idea.

Okay. Just type. Yes. Right now. Yes. Y E S you can do. Okay, here we go. Lots of yeses coming in. Okay. It seems like I'm really resonating with people in a oh yeah. In August. Really excited. That's awesome. I'll go. Hey, good to see you. So yes. It's a smart idea. Now I know there's some issues here. I know there's some issues that we're going to overcome together today. One of them is John. I don't have a

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product or service yet. Now I've talked a little bit about this, but I want to overemphasize this because it's very important. I've taught this method to thousands of marketers, many who did not start with their own offer. They had no product, they had no service. They just had some ideas that they wanted to start one day, but that didn't have anything. They use these three steps to sell other people's stuff and then just took some of the profits they made and created their own stuff.

And that's really cool because I want you to have your own stuff. I really do your own product, your own service, whatever it may be. Just start selling affiliate products. If that's where you're at, that's totally cool. It's completely up to you and listen. Why wait until you get it perfect. You know, that's what a lot of people do when they try to create their first product or their first lead magnet or their service offer or whatever it may be. They wait until it's perfect. You know, I gotta get one more degree. I got to read one more book. I got to go to one more seminar. The other writing isn't just right on and on. Well, listen, winners take imperfect action. They do it consistently. And without delay that's from Anthony Robbins, winners take imperfect actions. That is what it takes to win. You don't have to be perfect.

You just have to act cool. You're on board with that. So sell other people's stuff, then create your own later. If you have to. Now, if you've got an offer, that's great. You might be thinking I can't afford to buy traffic to that offer, but let me break that myth right now in half. It's not traffic that you can't afford because anyone can afford \$5 a day, which is where you can start with traffic on something like Facebook, it's traffic that doesn't convert that you can't afford. Don't worry. I can't afford that either. And you saw those checks. I still wouldn't want to afford that. Right? You need to send traffic to an offer that converts and makes you 30%, 50% up to a hundred percent or more. And how often would you do that? Right? If you spend a dollar and may two, how many times a week would you do that?

Would you take three days off? No. Right. You would use that every single day. Right? Right. The one thing that manifests conversions like this, like crazy is what I'm going to be sharing with you today. And you might be thinking, Hey John, this is all sounds great, but I can't even write a grocery list. Remember what I said earlier? If you can write a grocery list so you can do this well by now, you probably

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realize that you took an order to sell anything online. You're going to need some words, right? You're going to need, what's called sales copy. That's just words that sell. Whether that's in a video is we're going to be talking about or on a sales page or an emails or a blog post. You can't use smoke signals. You just can't. You could or need some words specifically. You need a VSL and I'm going to prove this to you today, without a doubt, whether you're a beginner, intermediate advanced doesn't matter.

You need a VSL. Now, now you're going to need some words. But the cool thing is you're not going to have to write hardly any of them. If you listen to me, just the stuff you already know about stuff you can talk about in everyday conversation, because pros like me charge up to a hundred thousand dollars. As you saw to ride a VSL. Those were all checks from video sales letters. And most people, they just don't have the skills that it takes to do that. I'm not trying to be arrogant. It's just that this is what I specialize in. In fact, I created VSLs so naturally I can say that, but there's only a handful of copywriters that can do this at this level. Right? And you don't want to go that route unless you've got a lot of money and I don't take any clients anymore.

So you kind of want to go this route. If you want to do this fast and a lot cheaper, because you won't need any writing skills, no learning what I'm going to show you today. Now I'm assuming that you can type a little bit on a keyboard. Even if it's, you know, hunt and Peck, you know, one finger at a time, assuming you can do that and copy and paste. You are in like Flint. You are golden. You do not need to be a copywriter at all. You don't even need to be a good writer. How's that this method is tested and proven by pros and newbies as well. So it's not just pros that are using this newbies like Devon. He said this stuff converts our bank accounts are so much better off for it. And he's a newbie. Robert, who said he doubled our sales using this method, but a very basic sales template, nothing fancy.

Okay. Now agree with me to give me your utmost attention. Prove this to you. Deal. We have a deal. So yes, in the chat, if we have a deal, okay, deal, deal. Thomas's deal. And says and says, hell yes, we got a deal. Deal. It prove it to me. And we got a deal. Awesome. We got a lot of deals coming in. It's sweet to get deals coming in before I get into the train and to give you what I call my pathetically obvious, disclaimer, this should be pathetically obvious, but we live in

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a kind of a weird world. And I want to make sure that you understand where I'm coming from. I put this training together as information only, and no one ethical will promise you that you can get specifically rich. That's just unethical. You're not going to hear those words come out of my mouth.

It's just a stupid thing to say. I can't even promise you that you're going to make a single penny and I'll tell you why, because I don't know what you're going to do with this. I could give you a treasure map to a real life, real world, hidden treasure on an island. Here's the map. I don't want it. And you might go home. Watch Netflix. Right? Well, so your treasure mapping, you could have been a billionaire, but you decided to stay home and watch Netflix. Or I could be giving you some really good advice. Like I'm going to be giving you today, teaching you some cool things and letting you go out and make your claim on the internet. Start making money today or next week or next month. And you sit home and watch Netflix, or you take action on it. If you take action on it, that's a whole different thing..

So what I'm going to show you. So it's possible. And folks take action on this information. Bear good. Now that we're clear. Let me introduce you to what's called the now method videos, the selling system. This is a three-step video selling framework that allows you to sell hypnotically, but it also allows you to sell on autopilot. Once you get this down, it can be autopiloted. And I did a three year experiment, right? I did this product, created it. I put it on autopilot. I sent one email to my list three and a half years ago. I literally did nothing after that. So all of these sales are still coming in and I took this at an average time of the month. So it wasn't during any sort of promotion. Cause I don't promote to it. It was just an average time of the month. So I give you a bout a baseline average.

The conversion rate over this two month period was 1.9, 8%, which is really good. And to cold traffic and to affiliate traffic even, but well almost a \$120 lifetime average value. And guess what all I had is one ebook that took me a weekend to write everything else sold after this was somebody else's stuff. So taking my own advice, I'm not selling my own stuff right now. I believe in the stuff that I'm selling. But all I had was an ebook that took me a weekend, right? So that's a lot of money. Let me break this down for you. I'm going to take out all the commissions and refunds because again, there were a lot of commissions because I'm not selling this myself \$23,752 and 89 cents in that's in 60 days, that breaks down to

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\$11,876 and 45 cents a month on average. And that's without me literally lifting one finger, one finger, then that's pretty sweet, right?

I look, I chose not to promote this as a test. I haven't even recruited affiliates. That's just sat there and pulls in a hundred care more a year. Now I'm not saying that you don't have to lift a finger to make a hundred thousand dollars plus a year. What I'm saying is the technique that I'm using in the VSL, then I'm going to teach you about can set there and make that kind of money without doing that. Once you get it down, that's pretty sweet. Yes. So say yes in the chat, if automated income like that, or even a 10th of that, that would help you out say yes in the chat right now. Yeah. Okay. Okay. That was before, sorry, but Kurt's saying yeah, he's saying yes now again. Okay. Curtis is another curtain and Curtis, Hey man. As a, of course it would, I would love to make even a 10th of that.

Sally says absolutely. Devon says, hell yes. And John says, hell yes. Raphael says, hell yes. There's a lot of hell yeses. I don't know why everyone's swearing in here, but there are yes. There's a lot of yeses. Okay, good. A lot of there's a heck. Yes. Okay. A heck. Yes from Hector. Okay. That's awesome. Hector. So video selling is off the charts today. Now it should be obvious to you that that is the truth because you like a lot of other people may be spending more time watching video today because maybe you have a lot more time being stuck at home as a lot of us have been. So why do you need to use video selling? It's nice to say. I want to, but do you need it? Okay. First of all, video usage has gone up massively since the recent pandemic that we all went through and some of us are still struggling with this work from home shift that happened in our country is unbelievable during just the first fruit three months of the year.

Look what happened to video usage on Facebook, Netflix and YouTube. Guess where it is now. Crazy high. Crazy. Hi. Okay. So people are used to watching more videos. That's why you need to sell with videos. You're in the medium that they are already in now. Video sales letters are also responsible for the most lucrative campaigns online right now, probably due to that reason. Now what I did is I just went to one vendor ClickBank in this case is a merchant that sells online products that you could sell on by the way as well. And I said, give me the number one offer for every category I could think of business investing. I took a screenshot of it right there on your screen. Guess what it is. It's a VSL exactly what I'm talking about.

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Number one, offer health and fitness VSL. Number one, offer computers, internet VSL, number one, offer self-help VSL.

Number one, offer spirituality. It's I can go on and on here. And none of these videos required a camera and most only use PowerPoint or keynote. In other words, they're ugly. VsIs as we call them, they're ugly. VsIs anyone can do this, the words in the BSL or the only thing that's hard until today. In fact, they're next to impossible. These guys until today would have had to go out and hire really expensive copywriters to pull this off. Not anymore. Now there's a lot of money making opportunities in VSLs as I'll show you today. First of all, you can do a lead capture BSL and only get it 60 to 90 minutes, seconds, 16 to nine seconds long. So super short, right? You can do this in literally minutes and start capturing leads from Facebook. You can even put it on your timeline and not pay any ad fees or pay \$10 a day or whatever, and get leads to an offer that you can sell.

You can do a five minute. What's called a pre-close VSL, and that's where you sell a phone call or a close, a high ticket item on coaching. And these are great. VsIs for people that are selling 5,000, 10,000, \$15,000 offers, we are currently selling as we speak a \$6,000 offer. And we're closing people on a page with a five minute video sales letter that drives to a call. Hat works like a charm. Long-Form that's what you disowned. All of those multimillion dollar offers. Every single one of those offers are multimillion dollar offers using ugly VSLs to sell their product or service. And you can sell affiliate products and services as we've talked about, and how's this, you can even use this training and what I'm going to show you to write VSLs for other people. It sounds like, wait, I know that's like a copywriter, right?

But what if there's no copywriting involved? What if all the copywriting was handled for you? What if there was a magical tool out there that did that? Well, I'm going to ask you to hold that belief in your mind for the rest of this workshop, because I'm going to prove it to you. And the average price that you can sell a VSL for as a beginner would be, you know, around \$5,000 to \$50. So we're not talking about small money here. Now. That's just another way you can make money with VSLs. If you can cut and paste PowerPoint or keynote, you can see new leads come into your inbox within 24 to 48 hours after today within 24 to 48 hours after day and brand new sales for your offer or an affiliate offer within seven days within seven days. Does that interest you? Yeah.

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Does it interest you to make sales? Of course everyone says, yes, we're getting it. You're going to get a lot of other, a lot more yeses. Okay. Yes, of course. That should interest you. Of course it should. Now there's one more thing that I got talk to you about and that's ROI return on investment is APIC for VSLs when they're done, right? They work for leads, opt in sales, sales pages, and more. And that equals ROI. Just look at this 88% of video marketers reported that video gave them a positive ROI and those numbers are just going up. This survey was done in the middle of 2020. Guess where that 88% would be by the end of it, right? It's going to be a lot higher. Now there is a new mentality inside corporate America that is going to play to your favor with VSLs 42% of businesses surveyed state that even after this whole pandemic thing is over, they plan to implement stay-at-home work policies.

Now that does not surprise me. Does it surprise you after all? We just learned that, Hey, I can literally take an office space that I'm paying 10,000, 20,000, \$80,000 a month for and get rid of it. Right? I, everyone can just work at home. They've proven this is going to work. And so that's really great. One. And you might be thinking, John, what does working at home have to do with what we're talking about? Well, I'm going to show you in just a moment, but this is all over the news. This was in CNBC. For example, this has coronavirus forces, millions to work remotely. The U S economy may have reached a tipping point in favor of working from home. And that was in March. She, you can just imagine what it is now. Why is that important to you? Because workers that stay at home consume far more video than workers constrained by a corporate environment.

And this is for better or for worse. I'm not condoning that as an action. It's just a fact. If you're at home, no one's looking over your shoulder. You can go, I'm going to take a break and watch YouTube. I'm going to take a break and scroll down Facebook feed. And you're open to a video that captures your attention. And by using video selling, you are tapping into this new norm that is not going away. This is why you must have a VSL. It's not an option. And as you just saw virtually all of them million dollar plus offers out there have VSLs and virtually all of them are following this exact method as well. And the reason why it's pretty simple, VSLs combined quick slides, a voiceover and words that all work together that induce a

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mild hypnotic flow state. And this is the flow you want because it puts your prospect into what's called a buying mindset.

Now, why is that? Well, we all buy things because we're driven by emotions. Now we don't want to admit this, especially some guys I know, but it's true. And we're later, Jay, we justify this sell by logic. I'll give you an example. This maybe your husband comes home and goes, ah, honey, I bought a car today and I got the leather seats because you know, leather lasts longer and it's just gonna, it's going to wear better than, than a than cloth. And you know what? The, you know, they had a discount on it. So what am I doing here? I bought it because the leather seats feel cool. They look cool. Okay. That make me feel better about myself or whatever, but I'm justifying it with logic. Well, it was on sale is going to last longer than cloth, right? We all do this.

Men, women, everyone does this in science has proven that the combination of voice in print together, just like you're watching and listening to right now induces both and a notionally impactful state so that you drive the sale as well as a soothing state, then puts you into like a think of, think of a baby being sung, a being read a story at night, it's very soothing. So it's not defensively emotional. It's opening the mind to the emotional impact of the selling message. And guess what you do after that, you can also justify the message with logic of VSL combines both emotionally driven language and logically driven language. And if you had to write that stuff, your head would span and you'd go, oh John, I don't want to do this. That sounds awesome, but I can't do it, but you don't have to. I want you to write that down.

I don't have to write that stuff. I'm going to show you what I mean in a moment, the now method speaks to both the emotional and logical mind. So you can secure far more sales. That's why you need a VSL. Now Ryan dyes chimed back and he said, VSLs like John teaches have a kind of hypnotic effect that simply works. And we've used them to make millions of dollars. Now that's right from Ryan Deiss of digital marketer and traffic and conversions. Okay. So let's recap what we've learned so far before I get into the meat of the teaching, or you go with that one, nothing sells products and services in every price range, like a VSL. And today you'll discover my three-step method behind all this rapid online success. Number two, virtually every million dollar plus offer online right now uses

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VSLs. Let me ask you a question.

Why would you ever want to swim upstream unless you just enjoy a workout? Why would you ever want to swim upstream with your marketing? Fighting the currents all the way, turn around and swim downstream and use what's working, right? It makes more sense. Doesn't it. And number three, there are three steps that you need to take to make sure your VSL sells. And this is a simple three-step method for creating VSLs that have non weekly sell and create near instant trust in interest at the same time. It's really cool. If you nail these three, the rest of building video selling is really a cakewalk. Cool. Well, let's dive right in. Let's talk about the now method. What is now? Well now as an acronym now stands for notice one want, and those happened to be the three steps that we're going to cover. Notice one, one, what does that mean?

Well, let's dive into step number one. Notice you got to get noticed. In fact, the first seven seconds of your VSL must grab your prospect's attention. It's super vital to do that within seven seconds. So you can see right off the bat, why you need some good words, right? You need good copy in the first seven seconds. You need something. That's going to grab their attention, but it's not good enough to grab their attention. All the VSLs that you just saw, including the VSLs that I write, including what I'm going to. No, you later does more than grab attention. It's secures attention. Grabbing attention is easy, securing attention. That's where the money is. Think of it this way, getting a first date, that's pretty easy. Getting a second date and a third date. You see where I'm going with this? Think of that. Dating your prospect.

Okay. Not literally, but metaphor, right? That's what you're doing. You can do that. This by creating what's called a pattern interrupt. What does a pattern interrupt? Well, this is a use of phrase or a use of a use of slides that creates a scratching of the disc effect of the brain that interrupts normal brainwave patterns and locks in attention in a hypnotic light state. And you know what? This is nothing new TV shows, television ads and even really good speakers, leverage mild hypnotic states to entertain and motivate their audiences. So this is nothing new. Now I'm going to give you the most popular in lucrative form of pattern interrupt. I created it. It's called the weird interrupt and it's made famous by my first seven VSLs. And I'm going to give you an example of this that you can play around in your mind and

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maybe start thinking of how you can do this for yourself.

Example of this, see this goldfish, and you can picture like a picture of a fish. That's great. He holds a secret to you losing seven pounds over the next seven days. You curious now, what does a goldfish have to do with weight loss? Or aren't you yourself? This right now on some part. Yeah, you probably are. Right? Okay. Yeah. People are saying like, huh? Like yeah. You seem to people typing in the chat. Yeah, that's weird. But now I'm curious. Exactly, exactly. Okay. The goldfish seemingly has nothing to do with it. You might be thinking, what do you want me to do? Eat a goldfish. It's like, this is kind of crazy. How can I lose seven pounds over the next seven days? So I topped down a super rich benefit, but I tied it to something that makes no sense. It's very weird. So this weird interrupt is what's really, really working today and is working in ways.

That is amazing. The connection between efficient weight loss, just simply isn't clear. And this locks in your prospect's attention and it prepares their mind for something that they don't even know is happening on a conscious level. It prepares their mind for entertainment in a, rather than a pitch in something to buy. And once your prospect has been interrupted, once their brain has been scratched, okay, they are more free to concentrate on your sales message. Now I want you to think about this for a second. When your prospect hits your sales page, your VSL, who do you don't even know where they're coming from. They could be in a middle of a fight where they're with their partner. They can be at the worst day of their life in their career. You've got to scratch the brain and grab their attention. This is just like a cliffhanger at the end of a television show.

You can't hardly wait to see how this ends. You have to kind of stick around. And if you follow the rest of my life, the method, this can lead to an almost insatiable need for someone to buy from me. Now that is pretty cool. And that's not that crazy to do, right? It might look weird, but it's not that crazy to do. As long as you put in the other pieces, that's what creates that insatiable need. But after now, boom, the very first step you've commanded and locked in attention. Now, do you want help with this? You may. You may think, well, I don't think I can do that. Well, I'm going to show you something today that walks you right through creating pattern interrupts. Like I just showed you in minutes. So you don't have to waste your brain power on this stuff. I'll show you a tool that can help you do it.

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Now, Kevin Porter uses till he said using John's app. I was able to create my first VSL with a killer pattern or up even in a foreign language. So that's, what's really crazy. He made his first seven figures his first year out with this. And he sucks at writing in his own words. I would never say that, but that's what Kevin said. So step number one is to get noticed and to maintain and command and secure attention. Step number two is one. What do I mean by one? Well, one reason why the psychology behind the one reason why cannot be overstated today, it is one of the most important things you will ever learn about marketing. Take notes here. This is the primary reason that your prospect is struggling. And you're going to tell them what it is. Don't ask someone, I think of three, five or seven things that are causing their problems.

Even if there are seven things causing their problems, narrow all of those down to one. And it's a lot simpler to do than you may be thinking. I'm going to give you some exact specific examples of how I did it and created a \$15 million VSL in the process. Give your prospect only one thing to concentrate on. And you can up to double your sales and conversions. And the reason why it's very simple. One thing is a lot easier to focus on than three things or five things or seven things that are wrong. Okay? Now we're talking about things that are wrong here. You can do this in three steps like I'm doing right now, okay? But there's only one reason why you're not succeeding online. The one reason is you don't have a VSL. So that's the one reason why that I'm using now. That might not be the, of course, the one reason why that you're using.

But if you come up with it, you can up to double your sales. Now we're going to focus on the one problem today. All you do is list the common problems, your prospect faces, and you're going to put them under one verbal roof. And this is going to completely change the way that you market, the way that you create emails, the way that you create videos, sales, pages, blogs. It doesn't matter. However you correspond with your prospect. This will change everything. And it does something else. It creates what I call the, oh, maybe that's why a response. What do I mean by that? If someone one is tried everything, let's say to lose weight or to restore their marriage or to start their own online business. And you tell them, you know what, when it comes to starting your own online business, you may think that it's, you don't have enough capital or you don't have enough experience or you're not tech savvy enough, all the things that are valid.

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Right? You know what the one problem really is. The one thing that if you fixed would solve all of those, these other problems, I've already got your attention. Don't I it's one thing you can forget about all those other things. So that's the, oh, and once I tell them the one thing they go, maybe that's why I haven't succeeded. But if I tell them there's seven things, they can't lock on to that one thing and go, oh, maybe that's why that's not how the brain works so that we want to create that. Oh, maybe that's why this serves to further lock in the hypnotic effect that we're creating because there's only one thing focus on. Okay, let me give you an example. You may, I believe your struggles with blank, whatever that is, weight loss, online businesses and your finances, whatever. Maybe is due to X list.

The common reasons here, just like what I just did yet. The real reason, the real reason is something experts call blank. Or you can say something, I call blanket. There's not experts that call it that. And all of a sudden that blank becomes the only thing they're going to focus on. I'm going to give you an example. I'm going to show you how easy it is to do this. You may believe your struggles with weight loss is due to eating too much or not exercising, or maybe a lack of willpower. No, all those three things right there. Those are all reasons why someone can't lose weight. Yet. The real reason is something experts now call blank. And I'm going to show you what I filled in for that blank here in a moment. Here's what I did. You can Google number one cause of blank in this case, okay.

Weight gain to get the ideas, then concentrate on only solving that one problem. And by the way, your product or service becomes the one solution to that one problem, because you can literally say my product or service is the, is the only service that concentrates on blank because you've named it something unique. And here's how I did this. And we created a \$10 million hook for BioTrust actually ended up doing \$15 million by doing a simple Google search. Here's how I filled in that blank. Ready? I typed in number one cause of weight gain in the Google. And then notice that there's 29,300,000 results. Now don't worry. You can stay on the first page. And I just started scrolling and said, oh, nine causes of unintentional weight gain. Now I in the health and fitness space, I'm, I'm a nutritionist, et cetera. So I know what causes weight gain, but I wanted a new phrase that I hadn't thought of before or something to make it sound really sexy that I could lump all those other causes into and say, this is the real reason.

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And I scrolled that article. And then I found this lovely phrase, leptin resistance. Now I know what leptin is, but do my readers know what leptin is? Not necessarily. Some will most will not. Do they know what leptin resistance is? Almost none of them would, but guess what? Every one of the things that I just listed about eight, not in working out, eating, eating the wrong foods, et cetera, are all related to leptin. So I can sum that all up under one phrase. And here's what it looked like. You may believe your struggles with weight loss is due to not eating or eating too much or not exercising or maybe lack of willpower. Yet. The real reason is something experts call leptin resistance. Okay. Now I can say experts because guess what? I just found that on an expert site. So there's more than one person saying it so I can use the term experts.

And now here's what's cool. Any decent diet will help control leptin. Most people don't know that, that though. So we stood out and sold over. It's actually over \$15 million from one VSL with a hook of leptin resistance that I just found on Google prospect. We'll, hypnotically focus on that one problem as it instills hope. And it sounds doable and they haven't heard it for the, oh, maybe I can do that. That makes sense. Doesn't it right. Say right. If that makes sense type in. Right, right, right, right. Somebody saying right. You're bloody. Well, right. Quoting the old who's who who's that? A Supertramp song. Oh my gosh. That takes me back. Okay. Right, right, right, right. Kelly says right. Hell yes. That's right. Okay. Awesome. So we'll get a lot of people saying, right. That makes complete sense. Now my friend and one of the greatest copywriters in history, in my opinion, Perry, Belcher co-owner of digital marketer says, never ask your prospect to buy leave more than one new idea.

I want you to think about how powerful that quote is now that you learned the one technique, the one thing technique, it changes everything. And you might be thinking, Hey John, even with a simple Google search, I still feel like I need help with this, but I'm going to show you something today that automatically builds this one thing for you into the rest of you, your VSL, and does it for you. Does it for you now. Here's what's really interesting just doing the one thing. That's not going to necessarily increase your sales. You've got to actually be able to close, right? You gotta have the rest of the BSL, but it is a major component. And now you can see how powerful that's going to be to marketing anything, marketing legend and the owner and CEO of Kartra Michael same said using the one thing approach and

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okay, this part's top secret.

I'm going to reveal it in a moment. Don't worry. I'm going to reveal Mike secret. In a moment, I was able to create a VSL in a single day. It took me months to do this before. I can't believe how easy it was and how well it converted. So that's what we're going to show you here in just a moment. Step one. Let's recap is notice to get command attention and to secure it. Step number two is the one thing, the one thing you just saw how to do it and finally, step number three. Want what do I mean by want? It's super important to understand the difference between once and needs. If you want to sell hypnotically okay. Let me give you some examples. I want to go to Hawaii. If your partner comes up to you and says, honey, I want to go to Hawaii.

What he or she or whomever is saying is not. I want to go to Hawaii. Okay? Although they do want to go to Hawaii. They're not saying I need to go to Hawaii because no one needs to go to Hawaii unless they live there. Or unless they work there, I wanted to go to Hawaii means I need time alone with you. I need a break. That's the need underneath it. But guess what you sell? If you're selling something, it gives people a break. You don't sell the need. You sell the wants, associated with the need. I want to look great in my dress that it means I need to lose weight in this particular case, or I need to firm up, but I want to look great in that. Notice how the once are so emotionally driven. Okay. And the needs are what? You just learn this.

Yeah. Yeah. People are typing in a logically driven, right? Because we're selling both needs in once we're selling logic and emotion. That's why we're creating the hypnotic effect. And that's why you're going to sell a lot more. It's exciting. Isn't it? I want to rekindle our love life. Oh boy. That's way emotional. I need to repair my marriage. That's nah, that's dark. That's it's scary. Right? But it's logical. See once or what sells needs or what? Justified. Okay. So sell the wants, deliver the needs. Once. Answer a question, but why, why do you want to do that? And if you keep asking the question, why you'll get the answer, we are all after once over needs, we know what we need to do, but guess what? We're more attracted to what we want to do because once our emotional and we buy because of emotions, whether you're a male or female, it doesn't matter.

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You can be the biggest alpha male on the planet. You're still going to buy stuff because you're emotionally driven. Get over it, deal with it. That's the way the human brain works. But you have to justify that buying with a need. And this helps create the hypnotic effect once sell hypnotically, by the way, you're wondering how that works because they use outcomes. They use outcomes. You can't picture what it means as an outcome to say, I need to repair my marriage. You can just kind of vaguely see it, right. Or I need to lose weight example of this. If you want to feel younger than you have in a decade. If you want to look refreshed as if you've been on a vacation, if you want to move like you did when you were younger. Oh look, it's all those things. Things most people want.

Yeah. Especially if you're over 30 or 40, that's what they want. But all of them are driven by emotion. I want to feel younger. I want to look more refreshed. These are all emotions. Then you must, or you need to lose weight, not driven by emotion. That's driven by logic. And we've created a hypnotic loop once create that hypnotic need for your offer as well, because they take the viewer out of the present moment, out of their pain, in the present moment. And they put them into a possible beautiful future. Oh yeah. You're following me now. You see how powerful this is. Again. If you had to do all this on your own, it might be hard. I'm going to show you a way that you don't. Okay. Why don't you take a deep breath, breath with me. Okay. And breathe in pre that we just covered a lot of stuff.

It was kind of like a fire hose of information. So before I go on, I want to ask a couple of questions. Well, first of all, how we're doing, how we doing? Have you enjoyed our time together so far? Yes. Cool. Awesome. Cool. Getting a lot of yeses. Cool. Yeah. Yeah. Oh, it's such a blast. Cool. Thank you. Thank you, Sally. Did you learn something new today about selling? I didn't know it for, yeah. Cool. Cool. Do you think that you could apply at least one of these new things that you learned? Just one of my suggestions to your own marketing efforts one day in the future someday. Someday. Yeah, of course you can. Now here's a really important question. Would you like to move that one day or someday up to right now? Yeah. Today and the same time, make this entire now method, process super fast and simple.

Well almost brain dead. Simple. Yeah. Cool. I'm glad you're interested because of this will save you five and a half years of time, because what I'm about to show you, it's going to shatter your mind in the best way possible. It would have saved me five years, a little over five years of Helen hassle had I had this, but I did had to

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make it. And I call this the most ethical shortcut I've ever seen. It's used to make marketers at least five years. It used to take them five years to be okay at writing a VSL. Okay. Decent. It took me more than I'm not taking me. I was okay right off the bat sort of, but it took me five years to learn the processes, to, to know what to say in those lines. So the average person, at least five years, five years now, marketers would try to do this on their own.

They're struggle. They'll try to create the right VSL on their own. They'll break down. They'll hire a copywriter. Eventually they'll pull their hair out in the process because they're going to lose tens of thousands of dollars in lost time and opportunity costs. And when they do break down and hire a copywriter like me, you saw the outrageous fees, right? These are all real fees from people. And I could keep showing you check after check. That's a lot of money, but in case you're wondering, well, John, you know, Hey, you're the godfather of the VSL you created the thing. Of course, people are going to pay you more money. Well, why don't we go to AWS? AI's 20, 20 copywriting guide. And in case you're wondering what this is. This is a guide that businesses use to find out how much they should pay for copywriting.

And since writing a VSL is copywriting, this is where it comes, but he would turn and even a cheap non a Lister pro is gonna be charge 5,000 plus based on length. So this is a length based issue. In other words, if it's a five minute VSL, it might cost \$5,000. If it's a 50 minute VSL that could go up easily to \$25,000. And this is right out of AWS AI. So you're looking at a \$5,000 minimum minimum cost for VSL. And that's, if you can find a copywriter that would write one, I've never seen one that would write one from 5,000, unless you go to Kinko's and hope for the best. Okay? But now there's a better way to get a VSL for you herself really, really fast. Now I created world's first VSL in 2006. And since then, the my VSL method has grossed.

Like I said, over \$16 billion every single year for marketers like you all around the world in 135 countries, no one on the planet knows more about creating winning VSLs than I do. No one. Now it's not to brag, but facts are facts. And that is just the way it is. Yes. And for the past eight years, I have perfected an online app that basically downloads my brain into yours, downloads my proven hypnotic VSL copy right into your hands. And it doesn't in minutes. It's an app that's used by over 8,000 marketers, the world over using my time tested and proven now method

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built right into every slide of the car hobby. This simple little online tool will generate for you. So rather than spending 5,000 to \$20,000 from somebody that you don't know to write this for you, or over a hundred K with me, or slaving away for five plus years, to try to do it yourself, please don't do that.

You can now generate unlimited VSLs for as many products and services as you want your own. And other people's unique over 100,000 iterations to make sure that your messages perfect and unique in the marketplace, and you can do it for a fraction of the cost. How on earth is this possible? It's possible. Thanks to now VSL. And I'm going to show you a very short demo of this application that is so simple to use. And so cool. It's going to blow your mind. I'm going to have to exit out of the slides right now and pop over to Chrome to show this to you. I've just logged in here and here's the interface. So what I'm going to do is I'm gonna create a VSL. I'm gonna do it really quick now method, okay. Demo. I'm going to click the classic 45 to 60 minute long VSL, and I'm gonna click create and I've got my blink slides ready to go.

I can watch a tutorial video. I can go through my assignments. My pre prep work takes about 30 minutes to do. And then boom, I click on pattern interrupt. I'm ready to go after 30 minutes and I can choose the interrupt pattern that I want. And all I gotta do is fill it in. Okay. My name is John, and this is I've already got this because I did my 30 minutes of pre-work my magic jacket. And this walks you through how to find what that magic jacket or what yours would be. And then from here on out, it's so easy to watch this I'm to click and go click and go. And this is all copy that I've written and we've proved work over the last eight years. We know this works for thousands of VSLs look how easy this is. This is the most powerful, effective way to what's a benefit that the customer will get.

Okay. We'll say lose weight. Okay. This is going to be a weight loss VSL. And what's another benefit. I don't know. Let's say let me see, I'm doing this here. Lou, lower your blood pressure without, well, what's something someone wouldn't want to do. Okay. We're giving up our favorite foods. This is as difficult as it gets. I do all the hard, heavy lifting for you and copy, and I'm building it right here as I go. It is just the coolest and fastest way to do this. And you will just never see anything that will make it faster than this. Nothing. Now, normally now VSL pro, which is what we're talking about today. Retail for 1497. And that's not just me saying this to be a marketer. I'm here on our sales page. I'm going to click down here. I'm

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going to click to sign up right now and you're going to see that price for yourself right here.

It's 1497. So I'm not be asking you here. It's 1497. But today on this live webinar only, you're going to get a much better deal. But before I give you the deal, you got you. I got the bonuses I put together for you. Cause I mean, you should buy this for the bonuses twice. Over first of all, I'm going to give you my original three X VSL training session videos inside the now VSL application on every single slide I sold this for years, as you started at 1997, then I went down to nine 97 and I'm going to give it to you for free. Every single slide of your VSL comes with my video training to ensure you take advantage of every ounce of persuasion power inside the training. And you don't have to use this. You can use it if you want to use it.

But if you want to dive deep and get into really cool hypnotic copy, this is where you're going to do it. Perry said he couldn't stop watching this. This is the training period was talking about. He couldn't put it down. He says the most powerful sales psychology out there. So if you want to carry your marketing even further, this is awesome because these videos alone, silver nine 97, before I ever developed the software and they help build businesses all over the world, but they're yours today for free. So I'm going to give you now VSL pro the classic long VSL for 1497 and the software, of course, that comes with that. Then the original three X training videos for nine 97, that's going to bring your retail value to 24 94, but there's a lot of white space underneath there. And that's good news for you because that means I have a ways to go bonus.

Number two, I'm tossing in my one minute lead gen VSL template inside now VSL one 97 to buy that individually, yours for free, because you're going to need more than a long form VSL. You want a powerful lead magnet, a short form proven template that captures cold traffic leads like a supernova catches Moss. Okay? And I'm going to give you one example of this Caleb O'Dowd or one of the most famous online marketers out there. Look at this, the VSL ad I wrote using now VSL spending \$650 a day on traffic, and he's making thousands off of it. He says VSL ads are working on Facebook. Great. Right now only 90 seconds long, you can build a huge buyer's list using this time tested BSL template. That takes just a few minutes for you to create and put live. So now you're going to get leads on top of sales.

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Now look at the value. You're going to get the classic long form VSL on the software for 1497. You're going to get my bonus V three X VSL training videos for nine 97 and the one minute lead capture VSL for one 97. Now we're up to 26 91 in retail value, and I'm not done. I want to give you the five minute high ticket VSL, closer four 97, retail, yours free. So if you, I sell high ticket item like coaching or mastermind, anything over \$5,000, which eventually one day you will, you've got to have this. This VSL template was designed to help you close high ticket leads and drive them to a sales page or a phone call. And this pulls in the serious, serious dollars. It's all inside the software for you all ready to go so long form the training videos, the one minute lead capture BSL and now for four 97 free for you the five minute high ticket VSL, \$3,188 in retail value.

But I got one more for you. How about a 20 minute rapid seller VSL inside the noun VSL framework, seven 97. Retail are straight. Now, if you want to sell a lower dollar product fast, then you need the short little VSL template. So you can crush it. This acts on all the hypnotic power on the original long form BSL formula with just enough bite in it to sell lower dollar products or e-com products super, super fast. So if you have a \$15 product, \$20 product, a nine 95 product, this is perfect for this. And now your value is really starting to add up. Look at this. You're going to get now obvious old pro the long-form VSL and software for 1497 value. You're going to get the three X training videos for nine 97 value. The one minute lead capture one 97 value the five minute high ticket VSL for four 97 and the 20 minute rapid seller VSL for seven 97 value \$3,985.

And if I stopped there and gave you a deal, that would be an awesome day for you, but I'm not finished yet because how would you like this? A four in one push button. Okay. Push a button and get all four of those VSLs done for you all at the same time. You're looking like that may sound crazy, man. That sounds crazy, John. Well, I'm going to show it to you in a few seconds. Now, VSL pro lets you create your VSL and automatically builds the one minute five minute and 20 minute. Vsls for you in the background. As you're creating it, I'm going to have to pop out of the slides here and show this to you. Pop back over to Chrome and I'll show you exactly what I'm talking about. Okay? You can see over here, I'm creating my long form, right? I'm working away on it.

I'm working away on it. Just editing away, doing my thing, not click on templates and I can come up here and go, well, let me take a look at this. Let's look at the 20

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minute version, click save for the left and watch what happens. And I was on the left. Get smaller that's because there's a 20 minute version, but it's importing that automatic as I created it with a push of a button and it created all the right frameworks, all the right formulas, all inside of it. How about a five minute VSL? Boom. Watch how fast it happened right in front of you. Okay. Right there. And it's showing me with the slides that are still open. The ones that are great. Only have two that I have to do. Only two slides. I got my five minute VSL and I can do my one minute VSL.

Let's go down here to here select my one-minute classic VSL template. And in a few seconds, I've got that. Boom only got to fill in four slides and I'm done four slides and I'm done. Look how hard this is. It's so hard to do this. I got to click here and go, oh, I go watch this video for the next 27 seconds. I'll say, and I'm done. So literally you see how fast this is. I can do this now in seconds. It is just outstanding to what we've built into this. And I can't wait for you to use this. This will save you hours and hours of time and ensure that you have every VSL tool. You need to build a money making leads list and closed sales like that. Without a look at the value you're going to get today, it's insane. Now VSL pro the classic long form VSL for 1497.

The original three is training videos for nine 97. The one minute lead capture VSL for one 97. So you can get leads coming in as fast as 24 to 48 hours, five minute high ticket BSL for four 97, our 20 minute rapid seller VSL for seven 97. And now you get the foreign one, push a button. Now I'm going to include that for nine 97, that push button upsell \$4,982. And I'm just kind of greedy with bonuses. So I'm just going to keep going. If that's okay with you, I'm gonna make it even better for you because I'm going to give you free access to it. A little application called easy VSL. That's \$249 a year that I'm paying for out of my own pocket. Good for you for free. So yeah, you can format your text that comes out of now. VSL. You can record your audio right in the same place and make it internet ready in a blink of an eye using this really cool software called easy VSL.

And we've integrated in partner with easy VSL to make publishing your VSL. Live a piece of cake, all the background templates, fonts, images, and more even a place for you to record audio right there for you all for free. So you're now you're going to get the software. You can get the training videos. You can get the lead capture the high minute, the high ticket to capture the 20 minute rapid seller, the four in

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one push button, VSL access. And now you're going to get the free access to easy VSL. All that adds up to 5,000, \$231 today. Wow. That is a lot of value, especially for the discount. I'm about to reveal, but I'm not finished yet because I got to give you something more because now you're going to need this. You're going to really need leads even faster. So I want to give leads in a box leads in a box, which we sell for nine 97, yours free, because look, you're going to need leads and leads equals sales.

So here's what we did. We hired the top traffic pros in the world to donate their expertise to you. So the result is like getting leads in a box. We're going to give you first and foremost, the Bulletproof market research blueprint that retails for two 49. Now, what does this mean? You don't even want to think about selling a product or a service before, you know, the first and most important rule of marketing and that is no avatar. The person buying your product or service. The Bulletproof market research blueprint helps you discover all the ways your ideal customer thinks, feels and acts. They've done the research for you so that when you speak to them, you'll feel, feel like they've known you for years. You're speaking right to their heart, right to their head, you know, all about them. And that's so important. That's why we included it.

But we've also included the Bulletproof Facebook ad secrets because let's face it. A third of the world is on Facebook. I mean, think about that. You're leaving a third of the world on the table unless you have an ad on Facebook. So we're giving you the 2020 ad strategies that just flat out work. So you can start placing ads and making money. You can start as little as \$10 a day if you want to. And that is a great way to drive traffic to something, you know, now will convert. It can convert like crazy if you do this right, Bulletproof YouTube ad secrets as well, because YouTube is really banging hot right now. Now this isn't like some like, you know, cheesy course here. This is beginning to end soup to nuts all the way a to Z is going to take you through exactly how to put an ad up on YouTube to drive more traffic to your offer.

That is a nine 97 bonus. You're about to have your first VSL, right? Right. Well actually you're gonna have four coming right out of the machine all at the same time. And as I just said, you're now going to need hungry buyers streaming in from all sorts of cold havoc and sources and connections that you may not have because you're going to have something the converts and you're going to want as

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many eyeballs on it as possible. Now that's why I partnered up with the Facebook legend and my friend, Kurt Malley and the belt method to help you unlock all the money-making secrets of Facebook ads. Now I'm talking video training. That's step by step [inaudible] tailor made for beginners along with success story case studies that you can model and follow and get super inspired by. You're going to have your first Facebook ad up in no time.

And one that follows the belt method. That's proven to work. So you're not trying to create ads from scratch. This training can help you get your ads onto Facebook for the very first time, even if you've never written or placed an ad in your life. This is for newbies and it can also help experienced ad buyers who want to just leverage the belt method and their decade long Facebook ad placement success. That's also possible. You'll get three access shortly after you purchase now obvious all the today on this live webinar. Plus if I'm through yet, it's just crazy three mystery bonuses that are on the checkout page that you're going to have to go to the checkout page to even see. And one of those is that little magical video player that I use that autoplays their VSL on any device. Meaning the moment that someone sees your BSL, it starts playing and that doubles your conversions.

We've tested this for years. Well, I-phones locked you out of that. Don't allow that there are browsers that don't allow that not anymore. This is what gave me all these cells over here by the way is because I AI this is allowed to auto-play all right. That's why I'm getting all those cells. So now look at this. You've got the software and the long form BSL that retails for 1497, you got the three X VSL training videos of retails for nine 97. The one minute lead capture VSL for one 97, the five minute high ticket BSL for four 97, the 20 minute rapid seller VSL for seven 97, the four in one button that you saw that I can create all four, same time, nine 97 retail access to easy VSL. That's two 49 a year. And the super bonuses you've got leads in a box it's 29 94.

Our retail value is now a whopping \$8,225. Today. I want you to do me a favor. You can write that number down. If you want to \$8,225, then I want you to forget about it. I want you to scratch it out. Just scratch right through that. Doing your mind. If you're not writing it down now, I want you to do something for me. I want you to forget about 4,225. Just scratch that out. I want you to even forget about \$1,225. Scratch it out because with the world so upside down crazy topsy-turvy right now. I think you and I both know that you deserve a break and I want to give

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you one today. You can get everything you just saw for only one payment of nine 97. This is not a monthly. This is not a yearly one installment of just nine 97. That's going to come with those \$7,228 in free moneymaking bonuses.

It's 85% off. That's just insane. And here's your, or you get it today. Now, [vsl.com](#) forward slash go. That's now the [S I.com](#) forward slash go, go there right now. And remember you can easily recover the small investment today with just a few leads that convert into buyers. And if you add something that I'm going to show you, oh, you got to see this. If you add what's called the auto right feature on your checkout page now obviously create unique. VsIs for you with one click of your mouse, like you were watching me create a VSL, right? I was going to click. I'm going to choose some copy, click. I want you to have a copy and that's great. Don't get me wrong. That is awesome. That makes it so much easier. But what if we had a way to create a unique VSL? Every single time you click a button in one click?

Well, we do. And here's how you get it here. What our checkout page looks like. You're going to go here and going to see that we're secure page. You're going to see our customer service line. You're gonna see everything here now. Did you see all the bonuses over there to, you're going to come down here, first of all, notice that the nine 97 discount that we're giving you look at this right here. Yes, John, I demand that you add auto right? To my order today. Be sure to click this box as a yes, I will take it. This is worth every penny that you're going to invest every single dime. And I'm going to show you exactly why in a moment is going to blow your mind. Okay? And then you just check out like you normally would. You can check out using Stripe credit card.

You can check out using PayPal. However you want to check out. Now, just check this out. I'm going to come back over here to now VSL, I'm going to create a VSL this time. It's 60 minute long, but I'm going to, auto-create a full VSL. Watch this. I'm going to say, look, I'll get zero slides over here. There's nothing up my sleeve. Click a button, click and can take up to a minute to write, because this is long VSL. My machine is pretty fast. So I think it's going to go faster than that. Okay. Auto writing is complete. I have every slide done now for my VSL. All I have to do is fill in the blanks that only I know about. And they're blanks that are super easy for you to fill out. These are just blinks that you already know about, like your first name.

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You know, what your, what your business is all about. And it's so easy to edit this. Now, all I got to do is click and edit. I can go down and by the way, I can change the slide. If I don't like, what would now be assaulted is I can click another one. No problem. If I want to edit it, it's no problem either. All I do is click it and I can start editing away. Super easy. This is about as fast as you can ever create a VSL auto right, takes your VSL template creation from hours to seconds and ensures that your VSL is a hundred percent unique because it does all of this with a unique algorithm built in. So it's a hundred percent unique to you and you can get it all right now at now, vsl.com/go. That's now vsl.com forward slash go.

That's going to give you our hidden discounted page today. You get the whole thing for nine 97, Ken would dead. He said more retention equals more sales using John's method might use a retention rate shot through the roof. Now look at what his old visa was doing. See that big dip right off the bat and look at what now VSL did that. He was able to create in just a matter of hours in his case. Cause we didn't have honor right now you could do it in a matter of minutes. Look at that increased user retention. Of course, that means more sales. Josh Pellicer said in less than a weekend, I created my first VSL and launched a \$15 million a year business. Hard to believe for someone who was living on a couch at the time and who isn't a copywriter. If Josh can do it.

I, and by the way, I know Josh well, and I know he was actually living on a couch at the time. It was an amazing process to watch it's. I'm so inspired by my friend and you can do this too now. Obvious all.com forward slash go. Evan checker is a wonderful marketer. He was there witnessing this whole thing. He saw the whole creation of the goldfish VSL. He got to peek behind the curtains and now BSL is absolute GE genius. This is the easiest way bottom line to sell anything online, easiest way. You're going to need to sell something online. Eventually. Why not get the best in the easiest thing that you can possibly ever get without spending years to masters, I feel that's the bottom line. Plus get this. I'm going to be investing in your success because two of the bonuses that I'm giving you easy VSL leads in a box are paid for out of my pocket.

Okay? Normally they only come with the 1497 version of now VSL and now VSL doesn't come with all those bonuses. I just showed you. Okay. I'm investing hundreds of dollars into your future today, but I can't extend the suite nine 97 deal past this webinar, no matter how much I want to because it's just money out

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of my pocket. And I only want people that are, we know that this is what they need. No, this is what they want. Ready to take action. You've justified it logically. You felt it emotionally and you are ready to act right now. So act right now and I'm going to give you now BSL pro the software and the long form VSL for 1497 value all the training videos from my original three X VSL, nine 97, the one minute lead capture VSL, the five minute high ticket VSL, the 20 minute rapid seller VSL the four in one, push a button, get all four at once.

Feature the free access to easy VSL to make your VSL pretty and online. Super bonuses leads in a box. All that tools up to \$8,225. Forget about that. Yours today for just one installment of nine 97, one installment of nine 97, that is an 85% discount at now. Vsl.Com forward slash go. That's now vsl.com/go. And I want you to remember something. Your success is fully guaranteed here. I just want you to give now VSL a chance, give this a chance. They'll help you get more leads and close more sales. Just like I said, or you can use that. Obviously I would finally get started online by selling other people's products, or you can actually sell BSLs for yourself. It's up to you, but after either way after 30 days, if you don't, if you're not thrilled, sorry about the slide thing there. If you're not thrilled with the extra income you see, I don't want your money.

I can't ethically take your money. I'm going to be happy to give it back to you because I, I want you to make money with this. Otherwise I don't want to make money with this deal. Good deal. Okay. Now, Ben, Pottenger nearly 14 times his return on his investment in two days using this process and now BSL first ever BSL look at 13.99 X. Well, let's call it 14 Ben, 14 times his traffic spend in two days. That's just incredible. And they got that at now. Bsl.Com force I should go, which is where you need to go to now, obviously all.com/go. And I'm going to give you a bonus tip. You can use now VSL to easily create and sell VSLs to other businesses. Super awesome side business. This is a fantastic way to make money on the site because you, again, you can charge between 5,000 and \$50,000 for a VSL, especially one, you know, it's got my formula and my copy in it.

That's pretty awesome. Again, remember the Awei 2020 pricing guide that we showed and remember, even a short VSL starts at five grand. Okay? So this is not like pie in the sky money. This is right out of this is right out of AWS AI. It would, you would actually have to work at failing using now VSL. It really is an unfair advantage. You have to actually try to fail with this. That's my honest, honest to

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take on this. And before I go any further and take your questions, I have a question for you. What is your dream life look like? What does your dream life look like now, before we go into this little exercise, which is very important because it's why you're here in some form or fashion. You want to live your dream life. You want to achieve your dreams online using an online business model.

That's why you're here. That's what I've done. That's what I've helped. Thousands of people do. That's what you want. But your dream life looks different than mine and it looks different than the next person's. And you need to know what it looks like now. I'm not saying your dream life. You're thinking, oh, I'm going to win the lotto three times and to marry a supermodel now, I mean your actual dream life, like what is a realistic life outlook, look for you. Okay? I'm going to show you mine in how it came true. Using video sales letters. I had a picture of this house on a vision board about 11 years ago. And this house is three stories. It made mostly of glasses. You can see a lot of glass on the Hills of Malibu point, Dume Malibu, right on the Pacific ocean. And I said to myself, one day, I want a house like that.

Believe it or not. I moved into that very house. I moved into that very house and lived there for eight years. And I, you know, the financial freedom I've had. I get to take my chopper and drive all over the country. Here I am on a state state, right. A statewide right in Texas. At the moment, I get to go to beautiful places with beautiful people. As you can tell and down there in the right corner, I am, it looks like I'm in my backyard in California on not I'm actually in the south of France, which I decided to move to for a year just to experience the south of France. And I'm up on a hill right outside Los Yoda. And stop is cool. I don't like drive fancy cars or anything. Cause I don't care about that. But I love my bike. I love stuff like that, but you don't want a live more.

My dream life had to involve friends and okay. Clearly friends and family, super important, clearly places that you can go, you can feel love. You can be around people that love you. And as silly as this sounds my dream life had to include animals. I basically want a zoo. Okay. I would be totally happy and living in a zoo. I think so. Yeah. A big guy, little cat. I get it. It's kind of funny, but I have a thing for animals and they have a thing for me, as you can see, and my dog Tyler is sitting on top of me or there the bottom right picture. I love animals. So my dream life had to support plenty of animals. But my dream life also had to support the fact that I wanted to include other people in this journey. I wanted to help other

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marketers, entrepreneurs, business owners, copywriters people, just like you succeed.

So I've given this talk and little talks like it at trafficking and versions twice, I keynoted the ClickBank conference, gorilla marketing, keynote webinar, con health profits live Glazer Kennedy. The very first internet marketing super party with Ryan dice and dozens of more. And I got to achieve all of this cool stuff because I know how to create hypnotic BSN, ALS. And guess what? Now you do too. Now you do too. You have the tool to use it. It's like my brain working in the cloud for you. That's pretty awesome. Again, the value is just insane. 1497 retailers you saw, but I'm throwing in a three X physical training videos for nine 97. All of the other VSLs the one minute, five minute, 20 minute. And the one, the 401 push button, all of that gets tossed into the, into the deal. Free access to easy VSL for two 49.

And the super bonuses leads in a box that all tolls up to \$8,000 twenty-five dollars. And I want you to forget about that because your investment today is a measly nine 97, just one installment of nine 97 so that you can save 85% off today. It's insane. Okay. I'm ready to take some questions and answers. Cause I know that we got some, but go to now vsl.com forward slash go. That's now vsl.com forward slash go to get this now. Okay. I'm going to get over here. I'm going to look at the Q and a. I get it on my phone here. Okay. We've got a lot. I'm going to try and get to all of them and people are saying this is awesome. Hey and welcome in everyone. Welcome in JV, Javier welcoming Chris. Welcome in rose right now. We're getting a lot of questions here.

So let me ask and get to those welcoming to everybody. I'll come back and try to read off everyone's name here in a moment. Susan is asking okay. I saw a service versus a physical product is now VSL formula. The same for both. Yes, it is the same for both. The difference would be that physical product you want to use the longer form VSL or the 20 minute VSL. If you're selling a service, you can consider using a five minute VSL and closing on the phone. If the service is an expensive service, if it's not, you can use a normal, normal, old VSL. All right, cool. Danny is asking, do I have to be a copywriter to use with no, absolutely not. I realize I am a copywriter and that's, you know, they may throw a lot of people off, but no, I had 95% of Navitas.

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All users have no idea how to write copy. That's not what they do. If you know how to fill in some blanks, talking about the stuff you already know about, you're good to go. Tim was asking, can I use this to generate leads? Yeah, you use the one minute lead capture VSL. Now Caleb, O'Dowd the guy I showed you earlier. He's using a 92nd version of that. So in other words, it doesn't have to be exactly one minute. You don't have to time it, but it's around a minute long. And that is the best way right now to generate leads from Facebook. For sure. And I've given you the Facebook ad placement training. So you can start doing that. It's really cool. Javier is asking, can you use this to sell high ticket coaching? Yeah. Javier kind of answered that earlier. You'd want to use the five minute VSL formula for, to do that and drive them to a call or drive them to a, you can also, you can sell on, on a VSL.

You just want to make sure that, that you really have it down to really, really well on the VSL. If it's over, like if it's a \$10,000 coaching program, Chris is saying, Hey, Chris, I'm technically challenged. Is this kind of dummy-proof like, it looked like when you were showing the demo. Yes, I didn't do anything in the demo that I, that isn't real. So everything in the demo was nothing up my sleeve. So I think that's, as dummy-proof, as it gets, you click a few buttons and you fill in a few blanks. Leann is asking how long should my VSL be given this new format for now method? I am wanting to run cold traffic. Well, let me tell you Leanne. The VSLs that I showed inside, those offers that are all multi-million dollar offers. They were all the number one offers on ClickBank at the time, winter and are still by the way.

Yeah, there are all around that 45 to 60 minute range. And that's exactly what the original formula is. I created the formula. That's the exact formula that you're going to get. So you don't have to worry about it. You're gonna get exactly what you need, but that's a good link. It sounds like, wow, that's really long. You don't have to worry about length. You just have to worry about hypnotic interest. Okay? Hypnotic interest. In other words, you want to create a hypnotic to keep the interest going. So one more question. We got a lot of other questions, but I've got a few other things I want to cover with you. First rose is asking, is there an average price point for selling? VSLs that's an interesting question. The average price point for selling VSLs, you know, if you're a beginner and you just want to use this to make money, I wouldn't start selling VSLs for \$50,000.

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I would ask between five and 10 grand for a long form VSL, because you're going to spend probably at least an hour or two with your customer, getting them to fill in the blanks, but guess what? They will fill in the blanks because they're going to know about the business. You're not going to know like what the, what the benefits are and what the pain points are, but they do. You can just get them on the phone and just ask them. That's what you do. And you just literally, you just write them down and go, okay, great. I'll get you a VSL back. Don't do this. Here's a mistake that people have made before. Don't say, I'll have your VSL ready. By the end of the day, that's a major mistake. Here's what you want to do. Get your first payment upfront. Let's say that you sell a pretend gram your first payment upfront, get five grand upfront.

And then you do the phone call with them. You take all the information down and say, okay, I want you to give me, give me the next week or 10 days. And I'll get you a file. I'll get you approved to look at, because if you tell them, I'll have you approve in five minutes or an hour, it might take you an hour to fill in the data or, or day that's the psychologically. It's not good. So you can see where I'm coming from that. Right. Just even though it's gonna only take you that long. Yeah. Want to just kind of push it off and make it seem a little bit more price worthy. Okay. So listen, I want to talk about the investment. Cause I guess I made a couple comments in here. It says nine 97. Awesome deal, John. I appreciate that. But man, it's still tough to swing, especially today.

That's what a few people are saying. Well, let me just speak honestly. Yeah. About that. Good things are never cheap. Cheap things are rarely good in this world. They're just really good. So we, he had a couple of ways we could have approached now be so my team and I over the last eight years and now VSL itself has only been out since 2000. So the software has been out for eight years, but my new inventions that come in now via Saul with a foreign one and all that stuff. Yeah. That's I, I paid literally out of my pocket to have it recoded from scratch a lot of money because I wanted it to be absolutely the best ever in. Nothing can touch it. I didn't have to do that. I could have kept selling it the old way, but I didn't want to do.

And I was faced with one or two choices. We asked the question, well, what do we have to do to make sure beginners can create kick-ass money-making BSLs in hours rather than months. You know, my other choice was a bed. Why don't we

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just keep this the same and just keep selling it. Even though I've got really cool ideas. And then 2020 is a totally different year in 2020, one's going to be a totally different year. And this is a totally different way of marketing. But now let's just keep, but the way it is, I started with the right question, my team and I did now that what does that have to do with the investment I'll show? I'll tell you good. Cause you've seen the way things can be and you can start cranking out high dollar VSLs or you can become an expert at making excuses.

That's the only two options that you have right now. I hate to put it so bluntly, but it's the truth because you can't be good at both. You can't be good at excuses and you can't be good at cranking out high dollar. VSLs make sense. Two of the most common excuses, one of them is the one that I'm talking about is I can't support it. In reality. What you're saying is that you don't have the resources, so you need to become resourceful. Do you use, consider yourself resourceful enough to make this is a priority in your life to make building your online business. Finally, building a life for yourself, your dream life. The one that I showed you for myself, I want for you. But in only on your versions of it, can you put that as a priority? Because if you do the finances, take care of themselves and let's not forget that you are investing in something that makes you money.

It's not like you're buying a car, okay? A car doesn't make you money. Well you'd moment you drive it off the parking lot. It goes down in value, a TV set. Doesn't make you money. A computer monitor. Doesn't make you money. 90% of the things that you buy in life, doesn't make you the money. Maybe 95. This can make you a lot of money. So you can't afford not to have it. And I don't have the time is another excuse. Well, guess what? You just saw, how fast it is. You add that auto write feature and you can do this in less than a day. It doesn't get faster than this. It takes a pro copywriter months to write a VSL months. Okay? I know I am one and four without using this tool, using this tool is just infinitely easier as you see. So time is no longer even an issue.

Now I want you to do me a favor. I want you to examine the idea that information alone is not enough. And what I mean by that is I could have just given you a book on how to write a VSL, right? And the book itself, or I don't know, 30, 40, 50 bucks, but I didn't do that. I could have just given you the videos. In fact, I sold the three X VSL videos for years for nothing 97. I didn't do that. And here's why information alone is not enough to make the average person successful. It will only make the

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super, super driven person successful. And I can prove this and it may be, you might think, well, I'm super, super driven. You know what I'm driven to, but I'm not that driven. Okay? I can say that if you'd plop a book in front of me, I may read it and I may not.

And I'll prove this to you think back to your first day of high school. Okay? You're all bright eyed, bushy tail. You're thinking, okay, I can't wait to get in here and maybe get my butt kicked by the seniors. Maybe, you know, start dating or whatever it is. I can start driving. Eventually you're nervous. And your teacher walks into your first class and she comes in and she just puts this massive textbook on your desk. Plump lays it down, right? Sorry about that sound there. And she's just read this. I'll be back at the end of the semester to give you a grade and a quiz. Do you think you'd pass? And now what if you went to your next class and it was the same thing, he did the same thing. Your next class, your teacher did the same thing. You wouldn't be here today.

So you'd literally be, you know, struggling to graduate high school because information alone, isn't enough. You need tools. You need community instruction and encounter mobility. Okay? Okay. You have to have those things, which is why I created the now VSL platform. Because now you have the tool, the tool that gives you 90% of this in your hands in seconds. But I did more than that. I gave you accountability and community because I am tossing in today. A nice little membership bonus that I didn't cover. Our nine 97 a year Facebook group called the copy posse. So you get 24 seven attention, accountability and community free of charge. Today. I want you to meet thousands of other marketers entrepreneurs, affiliates that can promote your offers. And like-minded folks all dedicated to helping each other, crush it with VSLs. Yeah, it just gets better and better and better.

Look at this. Now you get the 1497 for the original software in long form. You get the, the original training videos for nine 97, the one minute for one 97, the five minute for four 97, the 20 minute for seven 97, the Ford one push button for nine 97, the free access to easy VSL, two 49 a year. The super bonuses add up to 29 94. And look at this added bonus at the last minute, access to the copy posse live Facebook group, where I pop in as well. Now look at the retail value. \$9,222. Forget all about that. I want you to save over 85%. Now it's closer to 90% and I want you to do it right now by going to now vsl.com forward slash go that's now V

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You will check out. You will click the box that says you want to add auto, right? So you can click a button and get it done. And you are on your one and only path to your dream life. I want you to listen to me the only way to carve out your destiny and make yourself recession proof as possible is to sell what you love and that other people it's that simple. That is the economic model that no one can argue with. No one can. I never want to see you or anyone in the position that so many millions of people are in today, where they are put out of work because they can't sell. And they don't have anything that they love to sell. And they're not selling anything that people need and they don't have the tool to sell it. Okay? Listen, either your products or services or those that don't fill it, you've got to make sure that you are passionate about this.

Otherwise you're not motivated to succeed. And guess what? All the passion in the world wouldn't sell it. You need a tool like now be a sell to do that part with you, but you also need the passion because passion sells any economy in any economy. It's not that you can't sell. It's not that the real problem. The only problem that you have is that you haven't had a tool that could solve for you that has now been solved. And listen, I want you to consider the cost of inaction of sitting there going, and maybe it's not just continued frustration and hardship. That's coming your way without action today. Although that's going to definitely come your way. You're going to be missing out on what I truly do believe is a video selling gold rush. The 21st century, millions of people as we've covered are watching millions and millions of hours of video every single day.

That's why selling with video has never been easier. All you needed was the tool. Now you have it right in your hands. And if you take action today, you can have your first lead capture VSL online tomorrow, if you want, and your first product or service selling BSL online in a matter of days, okay? A matter of days or, or you can choose to do nothing you can choose right now to repeat the same financially, stressful times that you've been experiencing over and over and over again, year after year for the rest of time. Now that's not something I want for you. I desire something so much more for you than that. So I have a question. Will you let me help you today? Say yes to that? Say yes. In the chat, lots of yeses coming in, lots of yeses. Will you let me help you today?

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Let me help you by going right here now, bsl.com forward slash go. That's now vsl.com forward slash go, and I can start helping you today. Okay. I am going to dive into some more questions. I'm not kidding through yet, but I want to get to Robert's question. For slides accompanying the VSL. Do you still advise white, black and print or emphasis in red or is it okay to make the slides more attractive? That's a great question. Robert. I sell VSLs using just plain old texts, just like you're seeing right here. Black copy, red accents, white page with occasional, you know, graphics in there, but nothing fancy. So my webinars are the same as my VSLs, but my buddy Chris Clemons does very, very well built a nine figure company using VSLs that sell with some video at first, but they always have words on the screen.

And then they go to the slides, the same slides that we're talking about here. So I start with slides and then you can always make it prettier later and see if it works about 60% of the time. It actually hurts conversions. So you definitely want to test it. So Ellen, Hey Sol. And how do you feel about putting a countdown timer on the VSOP? Oh, I love it. In fact, I not to brag again, but I created that. That was, that was mine. Thank you very much. In fact, I created the magic buy button that you want underneath the VSL. And by the way, you'll get that as a bonus. When you get it today, you'll get that script. So you can have a timer. The timer can come down 30 minutes into the video and underneath that timer, you can put a, something like a countdown timer in there.

And that's great. That's great. My, one of my clients, natural health Sherpa uses that exact technique on their sales page, David, Hey David, is it better to put four testimonials in one place or sprinkled them throughout their VSL? If you only have four, then I would sprinkle them as you saw what I did today. My testimonials are all over the place. We've got thousands of [inaudible]. There's no way I could get them all in here. not thousands, actually. We have hundreds of testimonials. I don't want to exaggerate but hundreds. And so I spread them out throughout the VSL in strategic places. And I would do that the same way in what I did today in a webinar. But you would want to do that the same way in your VSL, but if you only have four, I'd put them in one place. I put them immediately after your pitch.

Okay. So John, Hey, John, and you spell your name and you spell your name correctly, Jon. All right. Where do to go? I like you already, buddy. John I've stayed all the top ClickBank. VsIs the one that you showed and most of them don't have a

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headline above them. What do you think about this approach? That's interesting John, because I naturally, I mean, I've written a lot of those VSLs and now VSL has written a lot of those VSLs and about 50, 50 half of them. So I like headlines at the top of the page, but again, you gotta test because what you think sometimes works doesn't so it's an easy AB test. You just test without, with a headline and without a headline. That's what you want to do, but let me give you a tip on, on headlines real quick. One of my good friends here is just a marketing genius.

He said the one thing that, that made his videos convert even more is when he put a headline above it. And he said, if you want to ax, watch this video below, and then he switched it. And he said, watch this video below if you want to X and that converted more. So you need to even, but that's basically the headline for me, pretty simple. Right? But it's a command to watch the video now that you want to include in that Kelly, Kelly's asking what is the difference between a VSL and a prerecorded webinar? Okay, well, you know what a lot of people use now VSL to create their webinars. And the only difference is interaction like today. Obviously I'm interacting, I'm interacting right now with Kelly, but so that's a big difference that you have interaction on a reprieve recorded webinar. You have interaction at one time.

In other words, it's recorded, but you were interacting with somebody at one time. The other difference is that I do a lot more in webinars. I ask a lot more questions that I want you to answer usually in the affirmative so that I get your engagement and VSLs are not that important to have that in there. So Olga's asking John, in terms of minutes, what have you found to be the ideal link that sells between 30 and a hundred dollars? Well, it's going to go back to the long form VSL. That's right about it. The cutoff \$0.80 and up is a long form VSL. So 29 95, all the way up to 99, 95, I would do a long form Bissell, which is going to be about 45 minutes. That's what now this all comes with Scott is asking you, is it really true that most million dollar offers use VSLs it is absolutely true.

Scott. Absolutely true. And here's, what's interesting. Even the ones I've written sales pages, like not be as I was like tech sales pages for people and the tech sales pages I wrote for I'll go back to my friends, mark, over and over at natural health Sherpa. The F the VSL I wrote the sales page I wrote for one of their offers goes to two or three it's, three VSL, upsells. So even if their front offer is text their backend offer, you have to have VSLs on the backend. You need that 20 minute

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formula for sure. To sell that back in VSL. That's super, super, super important. Now I know we've got a lot more questions, so just please send to support and now vsl.com and we'll get them answered. But right now, I want you to consider the cost of doing it things the hard way.

Okay. You can spend the next two, three, five years or more trying to study. VsIs decode them. You know, most of them are using this method, but you still have to figure out how they're doing it, hoping that you're getting it right, hoping that you do doing it right. Definitely making a lot of expensive mistakes. The way you can bang your head against a brick wall and waste time and miss this golden opportunity to cash in, on video selling right now today, as we are speaking or a much smarter, a much easier choice is the smart road. In fact, there's a smart road in a cruel road. Let me tell you the difference. The one thing you have every second of the everyday is the God-given right of choice. That is your right, but the cruel road, which most people unfortunately take that road is paved with guesswork frustration, needless expense, wasted years, and even worse than that in decision, because the cruel road doesn't allow you to exercise your God-given right.

A choice. Instead, I want you to take the smart road. Let's get you on the smart road right now. The smart road is one of overwhelming certainty. It's smart because it allows you to tap into this method of selling that already produces billions of dollars in a year, every single year. The smart is your only real choice today. Makes sense. Doesn't it? It does. So go to now, vsl.com forward slash go. Now vsl.com/go to get it all for one small investment of nine 97. That's not monthly. That's not yearly. That's a one time, one time investment. And I'm going to show you some videos right now of people like you, who are making a lot of money using BSLs using this exact software. And just to inspire you think of these as case studies west Virgin said he tried everything, but this is what really changed his business. Have a listen to [inaudible] testimony.

Hey folks, what's going on? Hey, this is west of the Virgin with the fat, the minister. And I want to send a testimony out to my good friend and mentor buddy, John Vinson, man, this program literally changed my business. I filled it in this industry full by five years, trying different products, trying different things, trying to get this thing right until I've purchased this program and really follow. I mean, it's, it's so easy to follow. I mean, he shows you videos. He almost gives you the copy. And I

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followed the blueprint. I set my button off and I follow the blueprint for about two months. And that pumped out a copy today, the last 30 days, my product, the fat diminisher.com as grossly \$400,000 per month. Today, just today I make 10,000 bucks. So right now we're doing about a 500 to a thousand sales a day. And it's all thanks to John Benson, the godfather hobby, this guy, I mean, this guy is just amazing. When it comes to influence persuasion. He is so good when it comes to copy folks. If you're struggling you're right now, follow it. Don't do nothing else. Just follow it. I promise you. You will be successful. Hey, this is west Virgin with the fat diminisher much love gets it with passion.

Awesome. West is just such an awesome testimonial and awesome dude. Great guy, boy, he put his nose to the grindstone and he cranked it out. Now he's making an insane amount of money, Robin Robins. She's just a beautiful, awesome marker. Good friend of mine. And she had this to say about the software.

Hey Robin Robins here, founder of technology, marketing, toolkit.com and just a quick video to let you know, it's a great system. I think anybody can use it, pick it up and use it instantly. It's very simple and elegant. Cause he's cut out all the fat. He gives you a direct plan to follow. You can use it for video sales letters. You can use it for webinars. You can use it even for writing sales copy. So if you have any hesitation, forget it, just buy it. It's a great product and you're definitely going to get some results from it.

It's just that simple. In fact, Robin told me this should sell for \$10,000. And she said, you're an effing idiot. If you don't sell it for \$10,000. So maybe I'm an effing idiot, but I think \$10,000 is a little steep. I think nine 97 is a good deal and I guarantee it. Who else thinks nine 97 was a great deal. I guarantee you, my friend here thinks nine 97 is a good deal of listen to what Kevin said.

And I was a little bit skeptical in the beginning about, you know, investing in it. You know, it's not like, you know, a \$50 internet course. You're, you're investing a significant amount of money in something, but fortunately I took the decision to do it and what happened? I followed it to the T I'm not a copywriter. I suck at copy. I don't like copying. I'm not good at copy, but this is so easy, man. You just click and feel, click and feel, click and feel step by step. Super easy. Cause John, he's a self samurai, man. He's so good at this stuff. He does all testing tuned

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through many years. He's the inventor of the, the ugly video sales letter. Anyways, I just clicked and it clicked and filled. It was super easy. Took me like a day to make I put it into practice, right? I just, I made my first VSL, never tried it before. Never could do sales video made my first one did a launch with it and I did seven figures. Nobody else looked at it. It was me alone. So if you're in doubt, don't be invest in it. I've had over 500000% return on my investment.

Okay. That is about as good as it gets folks. This is what I want to give you today. I want you to share in the success of Wes. I want you to share in the success of Robin. I want you to Sarah necessity of Kevin and everyone else that you've seen today. I want you to have a bit of that success for yourself. Only one small investment today of nine 97, it comes with \$8,225 in free moneymaking bonuses. It's going to give you 85 and it's really closer to 90% off once I throw in the copy palsy. Pretty freaking good. No it's spectacular. In fact, it's the only thing that you need. That's what's standing in your way between finally making it online and you can get it right here. Now bsl.com forward slash go. That's now vsl.com forward slash go. This offer will not stand for long.

I cannot keep selling it at this price and give away all these bonuses. The bonuses will simply vanish. The price is going to go right back up to the retail price of 1497 without the bonuses go to now vsl.com forward slash go. Before that happens. And let me tell you, this is the honest truth. Now VSL is the closest thing to foolproof that you will ever see for generating sales in leads from any offer period. And it can also help deliver the freedom and security that you so richly deserve. So I have one last question. Will you let us partner with you today and help you giving us, let ask our team, give you our expertise, letting the copy posy, chime in and giving you their expertise. Letting me give you my expertise in all the copy that I've written proven to work time and time and time again all inside this really awesome software platform called now VSL.

You're going to get the classic long form VSL 1497, the three X VSL training videos alone worth nine 97. You're gonna get the one minute lead capture VSL for one 97, the five minute high ticket VSL for four 97, the 20 minute rapid seller VSL for seven 97, the foreign one push button VSL for nine 97. You don't have to use all of them. Just use one of them if you want to, but you got all four instantly. You get the free access to VSL to make your VSL pretty recorded. Stick it online. The super bonuses leads in a box to get you Facebook, traffic, YouTube traffic, to know your

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avatar. Finally, you're going to get nine 97, your access to our copy posse Facebook group. And that comes to \$9,222 in retail value. I want you to forget all about that and here's what I want you to focus on.

Only one investment of nine 97, only one installment. That's it just a small investment, nine 97 today, 85% off. And here's where you go to do it now. Vsl.Com forward slash go. That's now vsl.com forward slash go. And we are at the end of our experience together. And I think we covered everything that you need to make a decision today. We've looked at the smart road. We've looked at the road from hell. You don't want the road from hell. Those are the choices that you still face right now. If you haven't made your mind up, I want you to go here now, knowing that your investment is 100% secure. If you do not make more than your investment, back in 30 days, I will give you back. Every penny, you have nothing to lose here will not take your money unless you make money. Period.

Even if you're a total newbie beginner, I'll take the chance. I'll take the risk because once you get this, I know you're going to love it. No you're going to see the value in it because I've put my blood, sweat and tears. I put my 15 years of marketing experience online, my seventh in my, in my 15 years of being a professional copywriter on this platform, my brain is downloaded into the cloud and I want to give it to you for so much less money than people have paid all over the world, including some of the top marketers in the world. Why pay me a hundred thousand dollars when you can invest nine 97 and get the same exact Zac quality and formula. It just doesn't get any better than this. So go to now vsl.com forward slash go. And let me partner with you on your road to internet success. Thank you so much for watching today. And I cannot wait to greet you inside the now VSL family. Thanks.

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